WMSE Owner's Manual

You and your new radio station. A guide to successful living through smarter ad spending.*

SOUND citizen

wmse 91.7 fm
Milwaukee School of Engineering

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jazz • blues • rap • alternative • classical • world music • ethnic programming • and so much more

Dear proud business owner: In today's world of speedy motor cars, microwaveable dinners, and cellular telephones, it seems as if everyone is too busy to learn about your fine product or service. (Weren't these space-age products supposed to give us more leisure time?) Yes, sadly the days of door-to-door salesmen are over, television commercials are too costly, and newspapers get ink on your hands. But what else is there? Experts tell us that we'll soon be bombarded by more than 500 channels and forced to communicate on new-fangled information superhighways... Jeepers! So just how do we reach out to our fellow man? The answer, my friends, is radio! Folks just love the radio, it's safe, hygienic, and everyone's friend. And when it comes to radio in Milwaukee, folks will always love 91.7 FM, WMSE.

WMSE is affiliated with The Milwaukee School of Engineering (MSOE)...a fine university. Because MSOE is a not-for-profit organization, WMSE is considered the same. Due to this relationship, WMSE has been deemed a "public station", meaning we don't play commercials. So just how can we help your business without commercials? It's called underwriting. For an incredibly nominal tax-deductible fee, a brief message about your company will be heard twice during each hour you sponsor. Our audience is very loyal, and they're sure to be grateful you've contributed. In fact, sometimes underwriting is a more effective selling tool than regular commercial advertising. Once you discover the advantages of underwriting on WMSE, you'll never want to leave us out of your marketing mix again.

So I invite you to join WMSE in greeting Milwaukee with a hearty 'howdy do' in the form of underwriting programming on our station. We have many shows to choose from, and we're sure we can deliver the audience you seek. WMSE has been and will always be a loyal friend to many, tirelessly providing its unique brand of entertainment...I guess that's why 91.7 WMSE truly is Milwaukee's Sound Citizen.

Tom Crawford

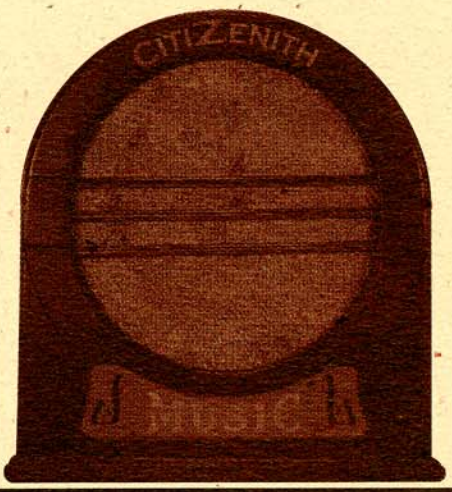
Tom Crawford, Station Manager

jazz • blues • rap • alternative • classical • world music • ethnic programming • and so much more

Call letters:	WMSE
Dial location:	91.7 frequency modulated (FM)
FCC License number:	BLEO-810227AG
Date of licensing:	3/17/81
Hours of operation:	24 hours a day, 365 days a year
Programming:	Music/Variety/Alternative
Power:	3200 watts
Range:	28 miles
Possible audience reach:	1,598,365

DATA

jazz • blues • rap • alternative • classical • world music • ethnic programming • and so much more



WMSE's programming is just plain swell. Like a kind neighbor who'd let you borrow anything from his grass edger to a stick of Oleo, WMSE lets its neighbors sample all sorts of things: jazz, blues, rap, alternative, classical, world music, ethnic programming, and so much more! In fact, we're the only station in town that gives our friends such a wide variety of sounds to choose from. (Our variety is what makes us stand out from those other folks on the radio block.) And it's because of this wide variety we offer, practically every listener in town pays a visit to our radio door every now and then. WMSE is on the air 24 hours a day, 365 days a year offering all sorts of goodies like:

Monday through Friday	
Midnight - 9 a.m.	Alternative rock with various disc jockeys
9 a.m. - Noon	Jazz, fusion, blues with a different disc jockey daily
Noon - 9 p.m.	Alternative rock with occasional interviews
Wednesday	
Noon - 12:30 p.m.	Milwaukee Mid-Week (A topical interview show)
Monday	
9 p.m. - Midnight	Alternative rap, hip hop, acid jazz
Tuesday	
9 p.m. - Midnight	Reggae
Wednesday	
9 p.m. - Midnight	Ska, punk, dub
Thursday	
9 p.m. - Midnight	Rap, soul, funk
Friday	
9 p.m. - Midnight	Messy Radio
Saturday	
Midnight to 9 a.m.	Progressive alternative rock with various disc jockeys
9 a.m.- Noon	Blues
Noon - 3 p.m.	Urban
3 -6 p.m.	Alternative progressive rock
6 - 9 p.m.	New age jazz
9.- Midnight	Late Night Beat Generation (Techno, house, mix down)
Sunday	
Midnight - 6 a.m.	Alternative progressive rock
6 - 9 a.m.	New Age, world
9 a.m. - noon	Big band nostalgia
Noon - 3 p.m.	Orgullo Latino, a variety of Latino music
3 - 6 p.m.	Voice of Italy, Italian music
6 - 9 p.m.	Alternating Currents
9 - 10:30 p.m.	Folk City, folk music
10:30 p.m. - Midnight	Women's Music Radio

PROGRAMMING SCHEDULE

jazz • blues • rap • alternative • classical • world music • ethnic programming • and so much more

Jazz listeners aren't just those people who wear black turtlenecks, berets, and show their appreciation by snapping their fingers. Oh no. The truth is, friends, that jazz is enjoyed by all sorts of folks, young, old, married, you name it. Why, you're probably not more then 20 feet away from someone who likes jazz right now. Jazz is even listened to by hep cats. (So if you market products for felines, give us a call!) Here's another thing; jazz listeners are usually very upscale--this means they have extra money to spend on things like your product or service. Studies show us that jazz folks are dedicated listeners too. But unfortunately, there's not much jazz on commercial radio in Milwaukee. So people who like jazz listen to WMSE... a lot. Underwriting jazz shows on WMSE is smart!

Jazz Listener Profile

		AGE		ANNUAL HH INCOME	
		18-24	8.7%		
		25-34	24.6%	<$25,000	13.3%
		35-44	27.0%	$25-34,999	13.1%
GENDER		45-54	23.5%	$35-49,999	19.4%
Male	56.1%	55-64	9.9%	$50-74,999	29.5%
Female	43.9%	Others	6.4%	$75,000+	24.6%

Dewey Does It All

Dewey Gill loves all sorts of music. In fact, Dewey needs two whole shows just to cover the wide variety of music he offers. Dewey plays jazz and big band music on Sundays and rhythm and blues on Fridays. Dewey is WMSE's music historian; in fact, he just may be Milwaukee's music historian. If anyone in town has a question regarding music, folks ask Dewey. "I get calls all the time," says Dewey. "People young and old call me with questions, comments, and requests. People seek me out because no one else in town has what I have to offer. There are times I feel as if everyone in town is listening to me." That might be true. Dewey is pretty popular. He's been written up in the *Shepherd Express* and has articles done on him in the *Milwaukee Journal*. He's famous! But has all that popularity gone to his head? Nope, Dewey's just an average guy who has lived in Milwaukee all his life. "WMSE may not be as big as those big commercial guys up the dial a piece, but that's why people seek us out. Because we're one of the only commercial-free stations in town, we get to do whatever we want. People are tired of all that generic corporately-produced audio wallpaper. They want something to call their own, a station to call home. And people feel comfy right here at 91.7 WMSE."

jazz • blues • rap • alternative • classical • world music • ethnic programming • and so much more

Blues Listener Profile

Contrary to popular belief, blues music is not only listened to by sad people. Happy people like blues too! And even though the lyrics in blues music talk about woeful things and doleful characters, people who listen to blues music in Milwaukee are generally swell folks who just like the sound. People like doctors, lawyers, and scientists like it. Heck, your barber might even enjoy some blues music every now and then. The truth is, blues music is just darn popular. And it just so happens that WMSE is just about the only source of great blues music programming in Milwaukee.

GENDER	
Male	93.0%
Female	7.0%

AGE	
18-24	13.0%
25-34	41.0%
35-44	45.0%
45-54	0%
55-64	0%
Others	0%

Listen To The Cannon Sound

Kevin Cannon has been bringing blues music to Milwaukee radio for more than three years now on WMSE. And boy, oh boy, does Kevin know his stuff. He'd better, since he plays in blues bands in his spare time! On the radio Kevin plays old blues, classic blues, modern blues, and sometimes even jazzy blues. "You'd be surprised by all the calls and requests I get," explains Kevin joyously. "People tell me they just love what we're doing, and want it to continue." See, blues music isn't depressing after all!

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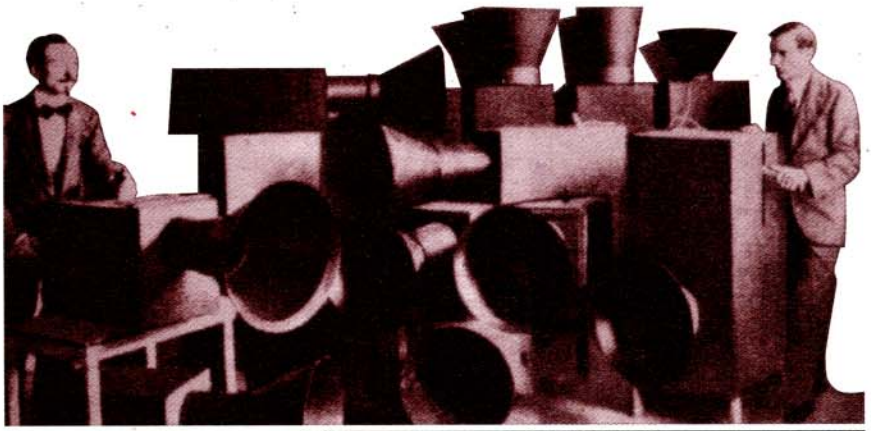

What's all the fuss about this so-called "new alternative music" format lately? Some radio stations (modesty prohibits us from naming names) seem to have just realized that people enjoy this type of music. What took them so long? WMSE has offered alternative music programming since the year 1980. Our disc jockeys spin tunes by such performers as The Dead Kennedys, Smashing Pumpkins, and The Afghan Whigs. Now, this selection may sound silly to some, perhaps even comical, but research tells us this type of music is very popular among our younger citizens. In fact, when WMSE radio plays this alternative music, the Generation Xers (Americans 18-24) listen with fervor. The other reason WMSE is #1 in the hearts of these music fans is that we are the original. We never switched over to this format for money like some other stations have (again, modesty prohibits us from naming names). WMSE plays what it plays because we're in touch with what people really want, and our listeners are loyal because of that. WMSE is, and will always be, Milwaukee's true alternative radio station.

Alternative Music Listener Profile

GENDER	
Male	54.3%
Female	45.7%

AGE	
18-24	30.9%
25-34	43.0%
35-44	10.8%
45-54	3.9%
55+	1.4%

MEDIAN AGE	27

ANNUAL INCOME	
$10,000	3.9%
$10-24,999	6.9%
$25-49,999	29.8%
$50-74,999	24.6%
$75-99,999	7.9%
$100-149,999	1.9%

Introducing The Host With The Most

Who is he? Why he's Paul Host, WMSE's very own programming director. Paul is Milwaukee's alternative music authoritarian, disk jockey (DJ), and all-around great guy. "I just love bringing people music they've never heard before," says Paul. "WMSE isn't corporately funded, so we don't have any rules. We're free to play the things people want to hear, whatever in the world that may be."

ALTERNATIVE FORMATS

jazz • blues • rap • alternative • classical • world music • ethnic programming • and so much more

WMSE offers such a wide variety of music, people haven't even thought of what to call it yet. Here's just one of the many great disc jockeys at WMSE who are more than willing to break the mold of what the status quo says radio is supposed to be.

He's One Hal of a Guy

Meet Hal Rammel. Hal is a composer, teacher, author, visual artist, and designer of instruments. So when does Hal have time to bring his wisdom of music to our airwaves? Sundays from 6 to 9 p.m. Hal calls his show "Alternating Currents." And just what kind of music does Hal bring to Milwaukee? Twentieth century classical, experimental, avant garde (weird), new music from around the world, and music from diverse cultures. "It's a pretty diverse playlist," explains Hal, "but I think playing things that you can't find anywhere else on the dial is what makes me so popular." Hal plays stuff like Gregorian chants (recorded by real monks), African folk songs, and computer-generated modern symphonies. "I get calls from people of all ages and races thanking me for bringing them truly unique sounds." Hal continues, "You won't find this stuff on that other so-called alternative station." Talk about alternative music. Hal is definitely on the cutting edge of what, we just don't know... but the public sure seems to like it!

UNIQUE FORMATS

jazz • blues • rap • alternative • classical • world music • ethnic programming • and so much more

Lots of businesses take advantage of tapping into one of the most loyal listening audiences in town. Lets have a look at who some of them are, shall we?

Business Friends of WMSE

CLUBS AND LIVE MUSIC
Bunker's Mainstreet, Hooligan's, Nitro, Metropolis, Red Corvette, Shank Hall, Tamarack, Unicorn, Up & Under, Uptowner, Zur Krone

RECORD STORES
Atomic Records, Earwaves, E&J's Record Stores, Mainstream, Radio Doctors/Rose, Rushmor

MISCELLANEOUS
Baldoni Music (Guitar repair), Esperanza Unida (Auto Repair), Fred's Muffler (Auto Repair), Great Lakes Dragaway (Race Track), Interdome Travel Agency, Tom Fritz Studios (Photography), William Lemke/Photo Images (Photography), Marquette Savings Bank, Reina International Auto (Auto Dealer), Slocum Pontiac (Auto Dealer), Sound On Sound (Recording Studio), Starship Tobacco (Clothes, Tobacco Supplies)

CONCERT PROMOTERS
Advice Agency, Alternative Concert Group, Atomic Records, Broadway Entertainment, Cellar Door, Tag Team Productions

RESTAURANTS
Cafe Del Sol, Cafe Melange, Dimarinis, Mimma's, Sabor Latino, Subway Sandwich Shop

BAKERIES
Bella Bakery,
Canfora Bakery

UNDERWRITERS

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"Our love life improved after underwriting on WMSE."

Mimma's Italian Restaurant

Joe Menga owns and operates Mimma's Italian Restaurant. Joe likes the fact that WMSE supports his rich Italian heritage in the form of an all-Italian radio show. (The Voice of Italy airs on WMSE Sundays from 3 to 6 p.m.) "In fact," says Joe. "WMSE is the only station in town that even has an Italian show." You see, when we at WMSE talk about diversity, we're not just talking about music. WMSE is a melting pot of cultures! We've got a little something cooking for almost all our neighbors from foreign lands. If you think your business would benefit from sponsoring an ethnic show on WMSE, give us a call. We se habla espanol, parlez vous francais, spechen ze deutch, and so much more. "I've been supporting programming on WMSE for almost six years now!" exclaims Joe. "WMSE isn't just a radio station, it's the collective voice of Milwaukee!" Mamma Mia. What a compliment, Joe.

Festival Events, Inc.

John Ertl, president of Festival Events, Inc. has worked with WMSE practically since the day the station was born. That's more than 14 years! And although John is not a direct sponsor on WMSE, he is in touch with the Milwaukee music scene and its avid fans. John helps bring us Bastille Days and Maritime Days. John says WMSE is in touch with what its audience wants. Folks, because our audience can't find quite what we offer anywhere else on the dial, they're loyal to the unique programming we offer. "WMSE knows their audience, and in turn their audience believes in the things they do," says John. "When WMSE announces an event or a happening that is taking place, people show up. Sometimes WMSE brings people out better than any other format I know of." Pretty neat trick, eh?

Metropolis Nightclub

Metropolis Nightclub owner and operator, Danny Gourmenous is a relative newcomer to WMSE. He's only been with us for a year and a half, yet already he's seen his business increase as a direct result of teaming up with WMSE! "The kids who listen to WMSE are very loyal. Not only to the music they like, but to the station. So when I decided to have an alternative night at my club, WMSE seemed like a natural fit." You see folks, every Friday night, WMSE does a live broadcast from Metropolis' Alternative Dance Night. We play Danny's cool music over the airwaves and tell the kids where those great tunes are coming from. "I hear the kids saying they heard us on WMSE and they just had to come down." Swing on Danny! Danny would definitely recommend WMSE to fellow business owners. Why not call us today and ask if you too could have a live broadcast.

UNDERWRITER TESTIMONIALS

jazz • blues • rap • alternative • classical • world music • ethnic programming • and so much more

Friends, because WMSE is commercial-free, we don't run any commercials. "But how do people learn about my fine product, service, or business?" you ask. Simple. It's called "program underwriting." When you underwrite programming on our station you get an entire hour (or more) all to yourself. It's true! Underwriting on WMSE gives you the undivided attention of the listening audience. No one else (i.e. your competitors) will be mentioned during your time, therefore your message won't get lost in the clutter like it would on commercial radio. You'll stand out from the crowd! And although The FCC restricts us from using conventional commercial advertising messages, underwriting allows you the advantage of being perceived as a partner and supporter of what WMSE has to offer. Remember how loyal our audience is? They'll probably thank you for helping us bring them the music they love.

The FCC, which regulates commercial and public radio, restricts public radio from using conventional commercial advertising. However, it does allow underwriting which contains the following:

- Sponsor Identity - This is the name of the company or business represented.
- Location - The address and telephone number of the company or business.
- Description of products and services.

Our staff will help prepare your announcement which may be up to 30 seconds in length and is professionally recorded with a staff announcer of your choice for broadcast. WMSE does not charge additional fees for this service. WMSE always makes sure to follow those FCC rules. Uncle Sam can be real particular, so we always make sure we cross those T's and dot the I's.

A potential underwriter can request a specific type of music that could accompany the funding announcement. This helps create an atmosphere that best represents that company or business and the products or services it provides. Announcements play at the top of each hour and again at the end of that hour.

We hope that by now you're at least considering us as a valuable part of your marketing mix. (Just wait 'til you see our prices!) So just how do you go about becoming a sponsor on WMSE? Just follow the simple worksheet on the reverse side of this page. It's quick, easy, and fun! (#2 pencils only, please).

UNDERWRITING ANNOUNCEMENTS

Here's _____. _____owns_____. He/she thinks
(YOUR NAME) (YOUR NAME) (YOUR BUSINESS)
WMSE is the most economical way to cut through the clutter and reach his/her target audience. "After I called WMSE's promotions director Tom Crawford at 277-7247 and told him my business, _____would like to sponsor
(YOUR BUSINESS)
programming on his station, Tom's people knew just what to do," explains _____ "Within hours of talking with Tom, his people worked up a funding
(YOUR NAME)
message for the top of the hour that sounded something like this..."

This hour of music is being brought to you by _____at
(YOUR NAME)
_____. _____is known for
(YOUR ADDRESS) (YOUR BUSINESS)
_____.
(THINGS ABOUT YOUR GOODS, SERVICES, ETC.–PER FCC RULES)
_____is open_____. That's _____. Call
(YOUR BUSINESS) (LIST HOURS) (YOUR BUSINESS)
_____for more information. That's _____.
(PHONE NUMBER) (PHONE NUMBER)

"At the end of the hour my message sounded like this..."

The past hour of programming has been brought to you by _____.
(YOUR BUSINESS)
For _____it's_____.
(YOUR SERVICE) (YOUR BUSINESS)

RATES

Multicultural Programming (Sundays)
1/2 hour - $25.00
4-1/2 hours - $80.00 (consecutive Sundays)

Regular (Sunday to Saturday, 6 a.m. to midnight)
1 hour - $45.00
2 hours - $75.00
5 hours - $140.00
10 hours - $240.00

Exclusive Program Underwriting
Because of the popularity or content of particular programs, some donors may prefer to have exclusive rights to underwrite a specific program. This negotiable option is not reflected in the rates above. Please call for availability.

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WMSE isn't just popular among your everyday Joes. People who judge radio programming for a living, like critics and reporters, seem to enjoy us too. Here are just a few of our accomplishments:

• Three consecutive WAMI awards in 1992, 1993, and 1994 as Milwaukee's Best Radio Station and four in the last six years. "Best of Milwaukee" honors from *Milwaukee Magazine* – five years. "Best Radio Station" in the *Shepherd Express* reader poll – four years. Numerous citations from community service organizations for supporting various activities through public service announcements.

• Exceeded funding goals for the last five years, enabling WMSE to upgrade its equipment. More than $20,000 worth of new equipment has been purchased since 1989 through underwriting donations.

• Top Milwaukee music talent, including national recording artist Paul Cebar serve as broadcasters with regular programs. In addition, internationally known improvisationalist and instrument builder Hal Rammel hosts an avant garde music program.

• Summer remotes from Old World Third Street Festival, Bastille Days, Miller Maritime Days, River Splash, Lollapalooza, and WOMAD.

• Implementation of a WMSE on-line computer bulletin board and production of WMSE's *Street Sheet*, a monthly newsletter designed to help promote the station to both the music community and its listeners. Both computer bulletin board and newsletter have space available for sponsors' messages.

• Implementation of a formal training program for volunteer broadcasters at WMSE, including probationary period reviews to determine progress.

AWARDS

With all these successes you'd think we might be in danger of becoming conceited. Gracious no, we still put on our pants one leg at a time like the rest of you.

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See, I told you. WMSE really is Milwaukee's Sound Citizen. Let's review...

When you underwrite programming on WMSE you:

- Get your message heard by thousands of loyal listeners.
- Receive special low rates on optional print advertisements in our very own newsletter.
- Get special optional placement rates on our new computer bulletin board.
- Have the satisfaction of knowing you are helping engineering students learn how to work on broadcast equipment.
- Get the satisfaction of knowing deep down in your heart that your funding is completely and 100% tax deductible.

Folks, if I could leave you with one thought, let it be this: an active audience, one that cares, and one that feels an alliance with the medium is more likely to be loyal to the message... your message.

Be successful. Become a supportive radio friend of WMSE today.

Sincerely Yours,

Tom

wmse
Milwaukee School Of Engineering
1025 North Broadway Milwaukee, WI 53202-3109
414.277-7247 414.277-7149 Fax

* Ad spending refers to total dollars within your marketing mix. Spending marketing funds in the form of program underwriting on WMSE is effective, inexpensive, and tax deductible.